

Your Partner in Financing

## PFS-PFC NEWS BULLETIN

### FOR IMMEDIATE RELEASE

Kalamazoo, MI — PFS-Premium Finance Corporation announced today that it will change its name to Premco Financial Corporation effective 10/1/09. The new name is the result of company's multi-state expansion and creates brand unification.

For two decades, the Kalamazoo-based insurance premium financing company has provided reliable, efficient, and customizable programs to its Agents and, with significant market share in Michigan, has launched its business model into other states. Owned and managed by Independent Insurance Agents, the company's philosophy has centered around meeting the unique needs of their clients and by moving into other states, the company will be in a position to expand their services while increasing shareholder value to its Agency investors.

"Customer loyalty has been the driving force of this company and while the name will change, all the great products and services that our clients have come to expect will not. It's our goal to provide a seamless transition during this name change and believe that the switch to Premco Financial Corp. will only strengthen this company." — Clare Rothi, President & Chairman

For more information on Premco Financial Corporation, visit [www.pfs-pfc.com](http://www.pfs-pfc.com).

Effective 10/1/09



[www.go-premco.com](http://www.go-premco.com)



*Clare Rothi,  
President & Chairman*